

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 1, 2019/2020

### BMK2064 – PRODUCT PLANNING AND MANAGEMENT

(All section / Groups)

21 OCTOBER 2019

9.00 a.m.- 11.00 a.m.

(2 Hours)

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#### INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 2 pages (*excluding* the cover page) with 4 questions only.
2. Attempt all the questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

**ANSWER ALL QUESTIONS****QUESTION ONE**

*"During a recent management meeting, two of the managers got into a tussle over the programs they use to evaluate new product ideas. Manager A felt evaluation was very important; he wanted to do it quite completely, and he certainly didn't want anymore working to further development of an item unless the prospects for it looked highly promising. Manager B objected to this, saying she wanted products to move rapidly down the pike, saving the serious evaluation for the time when she had the data to make it meaningful."*

To convince Manager B to accept the importance of concept evaluation before moving to the technical development, propose to her on how to use the cumulative expenditure curve, risk/payoff matrix, decay curve, and ATAR model to evaluate new product ideas.

(25 marks)

**QUESTION TWO**

*R&D staff: "A scoring model used in new product development process answers four questions: Do customers care, Do we care, Can we do it, and Can we stay ahead if we do? That list covers technical feasibility and commercial feasibility both, am I right?"*

*R&D Manager: "Yes, you are right. Besides, several steps are needed to be followed when we prepare a scoring model for a particular new product concept."*

Assuming that you are the R&D staff, you have been asked by the R&D Manager to prepare an example of scoring model for a particular new product concept which covers the lists of technical feasibility and commercial feasibility. Outline each step in preparing a scoring model that covers the list of technical feasibility and commercial feasibility. (25 marks)

**QUESTION THREE**

*Manager: "We recently acquired a small toy company, and I'm scheduled to meet with their management next week. I know they don't do much use testing--I think someone told me they have a bunch of kids come to their plant and play with the proposed toys. Must work for them, we paid a huge multiple for their stock. What should I tell them, or be looking for, relative to the list of 12 decisions?"*

Based on the above scenario, describe the list of decisions (at least 10 decisions) in product use testing that you can suggest to the Manager who had just acquired a small toy company.

(25 marks)

Continued...

**QUESTION FOUR**

*Strategic launch decisions include both decisions that set overall tones and directions, and strategic action decisions that define to whom we are going to sell and how. Tactical launch decisions are marketing mix decisions such as communication and promotion, distribution, and pricing that are typically made after the strategic launch decisions and define how the strategic decisions will be implemented.*

Discuss each of the decisions and explain how each of the decisions are interrelated using the example of new board game/card game developed for the primary school kids.

(25 marks)

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